





Station WWSB-TV SARASOTA,FL	Agency ( ) AMERICAN RAMBLER PRODUCTION	Rep Firm
Advertiser ( ) POLITICAL	138 CONANT ST	Sales Office ( ) WASHINGTON
Product ROMNEY FOR PRESIDENT	BEVERLY, MA 01915	Salesperson ( ) BRAD PHILIPPS
Estimate# 24	Agency C/P1/P2/E //24	
Buyer STEPHANIE KINCAID	Flight Dates 08/15/2012 - 08/21/2012	Salesperson Phone# 202-955-5342
Phone#	Hiatus Weeks	Salesperson FAX# 202-955-5348
Fax#		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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---REPORT TOTALS---

Report Totals: 36 / \$12,480.00

---SALES MONTHLY TOTALS---

Aug 12: 94 / \$33,040.00  
 Sales Totals: 94 / \$33,040.00  
 Station Totals: 94 / \$33,040.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$550,667	CABL 0%	UNKN 0%	WBSV 0%	WFLA 24%	WFTS 23%
		WTOG 0%	WTSP 22%	WTTA 1%	WTVT 24%	WWSB 6%

Books null  
 Demos RA35+